

Volleyball World Vision 2012

To: The Presidents of FIVB Continental Confederations (CAVB / AVC / CEV / NORCECA / CSV) and to all National Volleyball Federations

8th September 2009

Re. FIVB Beach Volleyball World Cup – Olympic Qualification tournaments towards London 2012

Dear Mr. President,

This communication is to provide you with valuable information about the newly conceived “FIVB Beach Volleyball World Cup” and at the same time to request your indispensable support in order to achieve our common objective of developing Beach Volleyball around the world!

On this matter, in order to attain the goals set out by the FIVB, the following mission has been developed for the FIVB Beach Volleyball World Cup: *To establish Beach Volleyball as the most popular Olympic summer sport worldwide by offering growth opportunities to all stakeholders.*

The FIVB Beach Volleyball World Cup, which was approved by the last Board of Administration, is a competition to be implemented worldwide that foresees the delegation of responsibility to all Continental Confederations and National Federations for a high-level display of Beach Volleyball. For the first time in FIVB Beach Volleyball history the FIVB has decided to support each affiliated National Volleyball Federation that is actively involved in the participation and implementation of a Beach Volleyball event. Through this competition, therefore, Beach Volleyball will contribute to the further development of Volleyball as a global and powerful sport!

This event is complementary to the currently existing FIVB/Confederations events’ structure (i.e. World Championship, World Tour, Continental Tours, Challenger, Satellite, etc.), which will continue to be developed by the parties concerned.

The FIVB Beach Volleyball World Cup will be disputed at a Continental level (Sub-zone, Zone and Final Phase) and at a World level (through the FIVB Beach Volleyball World Cup final Olympic Qualification and the FIVB Beach Volleyball World Cup Final) during a period of 3 years (2010-2012). Therefore, the Continental phase and World Cup Final Olympic Qualification phase will provide NFs and their corresponding National Olympic Committees with an additional opportunity to clinch qualification berths for the 2012 Olympic Games, apart from the SWATCH FIVB World Tour/SWATCH FIVB World Championships and recognized Continental Tours.

From January 2010 until June 2012, the FIVB Beach Volleyball World Cup will give all 220 National Volleyball Federations the opportunity to participate in the ‘*Olympic Dream*’ through a format that will enable your teams to compete for 7 men’s and 7 women’s vacancies (out of a total of 24 vacancies per gender, with a maximum of 2 berths per gender per country). On this matter, should you qualify a team for the Olympic Games, your NF will then be empowered to decide the players who have to fulfill certain basic technical requirements that the FIVB will define shortly.

This will ensure the universality of our sport and give a chance for everybody to play towards the Olympic Games through an open system. Thanks to your expected involvement, our goal is to increase the participating countries from 60 to more than 150! Moreover, as Beach Volleyball has been implemented mainly through promoters, we are now putting each NF in a position to become the main actor in the growth of the sport, representing all its members through their active organization of events.

The FIVB will guarantee the following commercial rights, funds, services and materials to all involved parties:

- All marketing and TV rights within their respective territories with the exception of the international title sponsor and ball supplier;
- For each participating country a financial contribution will be granted upon receiving the necessary proof of travel costs;
- For each organizing country a financial contribution will be granted upon receiving a satisfactory final event's report;
- For each event the FIVB and Continental Confederations will do their utmost to provide the basic sport equipment (balls and eventually nets) to the hosting NF;
- A marketing kit featuring the event's logo, visual, official program, etc., will be made available in order to maintain a uniform image and integrate international sponsors with the local ones. This is in progress and will be soon made available;
- Promotion through all FIVB means such as the website, official programs, newsletters, press releases, etc.
- The distribution of FIVB publications such as rules of the game, guidelines to organize events, etc.
- Administrative support from the FIVB headquarters in Lausanne and the Confederations' headquarters

The FIVB will be fully responsible for marketing the final two events (World Cup final Olympic Qualification and the FIVB Beach Volleyball World Cup Final), to fund the project and a sharing establish criteria, in case of a profit, that will be soon determined in agreement with all parties.

Within the Competition Format of the FIVB Beach Volleyball World Cup Continental Phases (in the sub zone, zone and Continental Final) teams will play Country vs. Country, with the winner continuing to the next round in the competition. The number of teams/countries qualified for the next round must be defined according to the Competition System proposed by each Confederation which will need the approval of the FIVB. The Final Continental Phase will grant 1 vacancy for the Olympic Games per Confederation. Two teams/countries from each Continental Phase, not yet qualified, will be eligible to take part to the FIVB World Cup final Olympic Qualification. The World Cup final Olympic Qualification will determine the 2 teams/vacancies per gender to qualify at the Olympic Games. And, finally, the FIVB Beach Volleyball World Cup Final will determine the Beach Volleyball World Cup Winner, but this latter competition will not be part to the Olympic qualification process.

In order to apply to participate in and/or organize the above events within the FIVB Beach Volleyball World Cup structure, by **October 14th 2009** all NFs are requested to send the application forms (BVBWC_01 form) to their respective Confederations. By **November 15th 2009**, the Confederations will propose (through the BVBWC_02 form) to the FIVB a format to compete in the various phases (date, locations, etc.) and by **November 30th 2009** (TBD) the FIVB will provide its feedback and/or approval of the format proposed by each Confederation. To finalize the results of the events, each respective hosting NF is required to send a Final Events Report (through BVBWC_03 form) **7 days after** the completion of an event.

We are conscious that this project is in its first edition and we may need to make some adjustments to improve it eventually even during its implementation but we are convinced that with your support we can make everything possible and increase exponentially the value of Beach Volleyball. On this matter, any

feedback you would like to provide can be sent to the FIVB and to your respective Continental Confederation for our consideration.

For your information, the FIVB has worked over the last months to realize as per above and in the enclosed documents the concept of the competition, its format, its logo, the role of each party towards this project and its marketing. On this matter, the FIVB is now working to finalize agreements with potential partners and define a detailed budget for this project.

We have enclosed to this communication a PowerPoint presentation in order to provide you with more detailed information to make sure you prepare in your plan to actively participate to the FIVB Beach Volleyball World Cup and contribute to its success. These guidelines that may be enriched in the near future with additional information are available at the following link:

<http://www.fivb.org/EN/BeachVolleyball/Competitions/WorldCup/Terms and Conditions/FIVB BVB WorldCup Terms and Conditions.ppt>

The FIVB is also enclosing all the application form(s) in a user-friendly model. This information is also available at the following link:

<http://www.fivb.org/EN/BeachVolleyball/Competitions/WorldCup/Forms/FIVB BVB WorldCup Form BVBW C01.doc>

<http://www.fivb.org/EN/BeachVolleyball/Competitions/WorldCup/Forms/FIVB BVB WorldCup Form BVBW C02.doc>

<http://www.fivb.org/EN/BeachVolleyball/Competitions/WorldCup/Forms/FIVB BVB WorldCup Form BVBW C03.doc>

We kindly suggest that you constantly be in contact with your Continental Confederation to coordinate the necessary actions and keep an eye on the dedicated "FIVB Beach Volleyball World Cup" page, as the FIVB will be translating the various documents in several languages and will add further updates to the concerned documents if and when they take place.

We hope that you will get involved in this wonderful and powerful project to further develop Beach Volleyball.

Best Regards,

Dr. ARY GRACA
FIVB Executive Vice-President

M. V. H GONCALVES DE ARAUJO
FIVB Executive Vice-President

Mr. A. SQUEO
FIVB Beach Volleyball Events Director



Encl.

Application form BVBWC_01